



NEWS

OFFICE OF UNIVERSITY RELATIONS • WASHINGTON, D.C. 20052 • (202)994-6460

FOR IMMEDIATE RELEASE
July 6, 1994

CONTACT: Shawn Tate
or Mike Freedman
(202) 994-6460

CONNECTICUT GOV. LOWELL P. WEICKER JR. TO JOIN GW AS GUEST PROFESSOR

Weicker To Teach Political Science and Political Management Courses Beginning January 1995

Washington, D.C. -- Connecticut Governor Lowell P. Weicker Jr. will join The George Washington University faculty as professorial lecturer in political science and political management. His tenure begins in January of 1995 and extends through June of '97. Weicker will teach two courses per year, starting with "The Future of the American Political Party System."

"We are honored to welcome Lowell Weicker back to The George Washington University, where he served as our first Congressional Professor in 1989-90," commented GW President Stephen Joel Trachtenberg. "A man of unquestioned integrity and courageous independence of thought, Governor Weicker will bring invaluable experience in public service to his political science and political management classes."

Weicker is the first independent to serve as Governor of Connecticut in this century. He and Lieutenant Governor Eunice S. Groark, who took the oath of office on January 9, 1991, were elected as members of A Connecticut Party and will serve through January 1995.

Lowell Weicker began his political career in 1963, when he was elected a member of Connecticut's House of Representatives. He served three terms. Governor Weicker served concurrently as First Selectman of Greenwich from 1964 to 1968. He was elected to

- more -

Congress from Connecticut's 4th District in 1968 and was subsequently elected a member of the U.S. Senate in 1970, 1976 and 1982. He served in the U.S. Senate until January 1989.

After leaving the Senate in 1989, Weicker spent a year at The George Washington University as Congressional Professor and was named president and chief executive officer of Research!America, a nonprofit health alliance dedicated to the cause of educating the American public about the need for medical research. He left Research!America to run for Governor in 1990.

Born in Paris on May 16, 1931, Weicker graduated from the Lawrenceville School in 1949, from Yale University in 1953 and from the University of Virginia Law School in 1958.

Lee Sigelman, chairman of GW's political science department, notes that as appointee to the Senate Watergate Committee in 1973, "Weicker was a principal player in the Watergate investigation." Commenting on Weicker's upcoming "Future of the American Political Party System" course, Sigelman adds, "Because he was elected governor of Connecticut as an independent, he has a unique perspective on the American party system. He is a person that has done a lot of thinking on these issues, and he is a bright, engaging personality, which makes him an excellent teacher."

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business and public management and international affairs. Each year, GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.



NEWS

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FOR IMMEDIATE RELEASE
July 8, 1994

MEDIA CONTACT: NORA KELLEY
(202) 994-3087

GW JOINS LAS AMERICAS CORPORATION IN ESTABLISHING INTERNATIONAL ENTERPRISE ZONE IN ADAMS MORGAN

July 20th Event to Feature Presentations of Three Graduate Teams on Adams Morgan Businesses

Washington, D.C. -- GW graduate students have teamed up with the Las Americas Avenue Development Corporation to create an International Enterprise Zone in D.C.'s Adams Morgan district. The students, working with GW's School of Business and Public Management's Center for the Advancement of Small Business, have spent the past several weeks pounding the pavement in search of solutions to some of Adams Morgan business owners' most challenging obstacles. Businesses represented in the July 20th presentations are Kogibow Bakery, La Fonda Restaurant and Julia's Empanadas.

The students will present their findings pertaining to specific tasks designated by the business owners -- such as increasing advertising, comparing prices with competitors, and coming up with fresh ideas to enhance the menu -- on Wednesday, July 20th at the Adams Morgan offices of Las Americas Corporation, 1801 Columbia Road, NW; suite 100. Presentations will be made between 6:00 and 8:30 p.m. Top level DC Government officials, including Mayor Sharon Pratt Kelly; DC Representative in Congress, Eleanor Holmes Norton; and head of the Office of Economic Development, Merrick Malone, have been invited to attend.

"The types of special projects that we have designed together are extremely important for economic development," says Dr. Charles N. Toftoy, director of the GW Center for the Advancement of Small Business. "This 'hands-on' approach not only directly helps the minority business owner but also, gives the students a rare opportunity to learn firsthand about small businesses."

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The Las Americas Avenue Development Corporation is an Hispanic-owned business that seeks to establish an international enterprise zone that will transform international human and cultural resources into economic empowerment, bringing hundreds of millions of tourist dollars into Adams Morgan, Mount Pleasant and Columbia Heights. As part of the revitalization, Las Americas plans a multimillion-dollar, open-air plaza, pedestrian zones, child care parks and a sports arena with an exhibition soccer field. The zone would include Columbia Avenue from Connecticut to 14th Street down to Calvert and 18th Streets in Adams Morgan.

"I see great value in this unique tourism initiative that will promote Washington as the ethnically diverse, culturally rich, and multi-lingual city that it is," says Eleanor Holmes Norton. "Moreover, the potential benefits such a project offers to the community -- jobs, training, small and local business opportunities, not to mention neighborhood revitalization and uplift of community morale -- are sorely needed now more than ever."

"By no means are we speaking here of a 'foreign quarter,' isolated from the rest of our city," says Hector Rodriguez, president of Las Americas. "To the contrary, this zone would provide international visitors with a convenient point of connection to facilitate their broader enjoyment of our entire city."

Members of the media interested in covering the event should contact Nora Kelley in the Office of University Relations, (202) 994-3087.



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Contact: Sam Silverstein

(202) 994-1423

RTNDA D.C. AREA CHAPTER TO DISCUSS SEX DISCRIMINATION IN NEWSROOMS JULY 13 AT GW

**Attorney Neil Katz, Whose Client Won \$500,000 in Local Suit, To
Discuss Ways News Organizations Can Avoid Being Sued
for Sexual Discrimination**

EVENT: Attorney Neil Katz, who represented local television employee Nancy Norman in her successful sexual discrimination suit, addresses a luncheon meeting of the D.C. area chapter of the Radio-Television News Directors Association (RTNDA).

WHEN: Wednesday, July 13, 1994
Lunch begins 12 noon

WHERE: The George Washington University Club
GW Marvin Center, Third Floor
800 21st Street, NW
Washington, D.C.
(Foggy Bottom/GW Metro, Blue and Orange lines)

COST: \$15 for RTNDA members, \$20 for non-members.
To register, contact Nan Siemer at:

3603 38th Street NW, #303, Washington, DC 20016
Phone: (202) 362-4182 (call for information only)

Space permitting, tickets will be available at the door
for \$20 (RTNDA members) and \$25 (non-members).

BACKGROUND:

Neil Katz represented Nancy Norman, a local television station staffer who sued her employer, charging that she was unfairly treated because of her sex. In light of the jury verdict, Mr. Katz will discuss ways news organizations can ensure that they maintain a non-discriminatory work environment.

The Radio-Television News Directors Association is the world's largest professional organization devoted exclusively to electronic journalism. RTNDA represents local and network news professionals, educators, students and others involved in the radio and television news business. The George Washington University hosts RTNDA luncheons regularly.

FOR IMMEDIATE RELEASE
July 11, 1994

CONTACT: Mike Freedman,
Karen Sibert
or Sam Silverstein
202/994-6460

ABBA EBAN NAMED TO FOUR-YEAR TERM AS GW'S FIRST WELLING PROFESSOR

**Former Israeli Foreign Minister continues affiliation with
The George Washington University after serving as Shapiro
Professor of International Affairs**

WASHINGTON, D.C. -- Stephen Joel Trachtenberg, president of The George Washington University, has announced the appointment of former Israeli foreign minister Abba Eban as GW's first James C. Welling Professor. Over the next four years, Eban, who has returned to his home in Israel, will make periodic visits to the GW campus to deliver public and guest lectures, and participate in graduate student colloquia and faculty seminars.

The James Clark Welling Professorship has been established by President Trachtenberg to allow internationally distinguished scholars in any field of study to visit the GW campus on an occasional basis over a four-year term. The program is named for the former GW president who served from 1871 to 1894. Welling was distinguished by his early vision of a major, modern university. As many as eight Welling professors will hold concurrent appointments when the program is fully implemented.

"The George Washington University is indeed honored and proud that Ambassador Eban has chosen to continue his affiliation with us as our first Welling Professor," said President Trachtenberg. "The Ambassador had a profound impact on our campus this year--both in the classroom and through his public appearances--and we are delighted that our relationship, rather than ending, has truly just begun."

Eban joined The George Washington University in 1993 as the first J.B. and Maurice C. Shapiro Professor of International Affairs. During his one-year appointment, he taught graduate and undergraduate courses in international affairs, delivered a number of public lectures and appeared in a stimulating dialogue with Walter Cronkite which will be broadcast on the Mind Extension University cable television network this summer.

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"I am greatly honored by the decision of The George Washington University to appoint me as the first James Clark Welling Professor," said Ambassador Eban. "I found my year of teaching as the first Shapiro Professor to be rewarding and intellectually stimulating. I hope that it will lead to effective publication on the international system beyond the Cold War. The new Welling professorship will involve a less exigent schedule on the GW campus, but it will keep alive my valued conduct with GW and its faculty and student body and I am grateful to President Trachtenberg for making this possible."

Ambassador Eban has been called "The most brilliant diplomatist of the second half of the 20th century" by the *Times of London*. He was educated at Cambridge University, where he was engaged in teaching and research at the start of World War II. His extraordinary career has included service as Israel's foreign minister (1966-74) during both the Six Day War and Yom Kippur War.

Eban also served as Israel's first ambassador to the United Nations from 1948 to 1959 and led the Israeli delegation that pleaded successfully for membership in the U.N. From 1950 to 1959, he served as Israel's ambassador to the United States concurrently with his ambassadorial post in the U.N. He chaired the Knesset Committee on Defense and Foreign Affairs for four years (1984-1988).

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CONTACT: Karen Sibert
202/994-9023

**FORMER COMMISSIONER OF EDUCATION ERNEST L. BOYER CALLS FOR
A NEW MODEL OF SCHOLARSHIP IN ADDRESS TO GW FACULTY**

On Wednesday, June 15, Ernest L. Boyer, Ph.D., president of The Carnegie Foundation for the Advancement of Teaching, addressed a small working group of faculty at The George Washington University's Graduate School of Education and Human Development on the meaning of scholarship in American higher education.

Citing the evolution of the academy from teaching to service and then to research, Boyer called for reconsideration of the priorities of scholarship in order to meet the social and environmental challenges beyond the campus. According to Boyer, "...a contradictory value system is now in place where student services are not built into the academic structure...the thought system is incongruent with institutional practices which are based on individuals' preference for teaching rather than research."

Boyer concluded his remarks by describing a new model of scholarship which involves four functions and provides a significantly expanded definition: discovery, integration, application and teaching. The term discovery relates to research, which is central to higher learning; integration conveys cross-disciplinary understanding and interpretation of knowledge; application connotes service which is tied to a special field of knowledge; and teaching is defined as the bridge between an educator's understanding and a student's learning.

The New Practitioners Project Working Group is comprised of some 30 GW faculty at the Graduate School of Education who are charged with redirecting the curriculum, faculty rewards and incentives as part of the restructuring of the school.

Ernest L. Boyer has had a long and distinguished career in education. Since assuming the presidency of The Carnegie

Foundation in 1979, he has helped shape the national education debate. In 1990, Boyer was named Educator of the Year by *U.S. News & World Report*. Over the past ten years, he has been senior fellow at the Woodrow Wilson School, Princeton University, and education columnist for *The London Times*.

Boyer received his Ph.D. from the University of Southern California and was a post-doctoral fellow in medical audiology at the University of Iowa Hospital. He came to The Carnegie Foundation after serving as U.S. Commissioner of Education under President Carter. Prior to his appointment, he served for seven years as chancellor of the State University of New York.

He has authored several landmark books including: "High School: A Report on Secondary Education in America," "College: The Undergraduate Experience," "Campus Life," "Scholarship Reconsidered: Priorities of the Professoriate" and, most recently, "Ready to Learn: A Mandate for the Nation."

FOR IMMEDIATE RELEASE
July 15, 1994

CONTACT: Karen Sibert
202/994-9023

**GW STUDENTS TRAVEL TO GOODWILL GAMES IN RUSSIA TO STUDY
SPECIAL EVENT ORGANIZATION AND MARKETING JULY 23**

A group of GW students, led by Professor Lisa Delpy of the Department of Exercise Science and Tourism Studies, will travel to St. Petersburg, Russia, July 23 - August 1, for study and analysis of the 1994 Goodwill Games. The excursion then takes them to Moscow for three days to examine the Russian economy and infrastructure.

The trip is the centerpiece of a credit course, "Analysis of the Organization and Impact of the 1994 Goodwill Games," which provides students with a theoretical and practical overview of the management and marketing of international mega-events. Students gain exposure to the social, political and economic issues that influence decisions relating to the design, organization and management of the Goodwill Games. The course includes daily lectures, group discussions, guest speakers and public interviews as well as periodical reviews.

While in St. Petersburg, GW students will have an opportunity to network with world-class athletes, coaches, volunteers, managers, corporate sponsors, government officials and political figures. Many of the students traveling to Russia will be employed as interns during the games while others will be working for the TNT cable network.

Dr. Lisa Delpy is the program adviser for the undergraduate exercise science degree with an emphasis on sport management and the Master of Arts degree in sport studies with an emphasis on sport and event management. She is also the faculty adviser for the Forum for Sport and Special Event Management and Marketing. An international scholar in the area of management and marketing of Olympic Games, she has traveled to 57 countries studying the development and socio-economic impact of sport and has attended six Olympic Games.

FOR IMMEDIATE RELEASE
July 19, 1994

MEDIA CONTACT: SHAWN TATE
(202) 994-6467

**PRIMA BALLERINA VIRGINIA JOHNSON FEATURED AT BENEFIT PERFORMANCE
FOR DANCE INSTITUTE OF WASHINGTON AT GW'S LISNER AUDITORIUM
AUGUST 3**

**August Performances Feature Coming Together of Guest Dancers
from Dance Theatre of Harlem, American Ballet Theatre and Dance
Students from DC ART/WORKS' 1994 Summer Youth Employment Program**

What: Benefit concert for the Dance Institute of Washington
(August 3) to kick off series of performances (August
4 and 5) featuring prima ballerina Virginia Johnson.

Johnson will perform Geoffrey Holder's "Songs of the
Auverne" accompanied by Dance Theatre of Harlem (DTH)
principal conductor, David LaMarche, and noted Washington
soprano Kehembe Eichelberger. DTH principal dancers
Kellye Gordon and Donald Williams will perform the pas de
deux from "Don Quixote." In a collaborative effort, Lisa
Attles from DTH and Carld Jonassaint from the American
Ballet Theatre will dance Loyce Houlton's "Wingborne."

The Dance Institute of Washington's summer dance students
who are studying and training with DTH members as part of
DC ART/WORKS' Summer Youth Employment work/training
program in the arts and humanities at GW, will also be
featured. Student dancers will perform five works in
three different dance styles: ballet, modern and jazz.

Where: GW's Lisner Auditorium
730 21st St., NW (Three blocks from Foggy Bottom Metro)

When: Benefit Concert: Wednesday, August 3, 1994 at 8:00 p.m.
Other performances: Thursday, August 4 at 7:30 p.m. and
Friday, August 5 at 7:30 p.m.

Cost: Benefit Concert: \$20 - orchestra, \$10 - balcony.
Subsequent performances \$10 - general admission,
\$5 - students and seniors. Tickets are available from the
Ticketmaster outlet at the GW NewsStand or any
Ticketmaster location in the Washington-Baltimore area.

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Background:

The Dance Institute of Washington was founded in 1987 by Artistic Director **Fabian Barnes**, as a summer work/training program in dance. Its primary purpose is to inspire and instruct D.C. youth by exposing them to professional-level dance experiences. Student dancers train and rehearse under the direct guidance of seasoned professional dancers/dance instructors, and gain experience in all aspects of becoming a professional dancer and maintaining a career in dance.

The "Senior Company" of The Dance Institute of Washington studies and rehearses in the dance studios of **The George Washington University**. Director **Fabian Barnes** heads the dance faculty that includes Dance Theatre of Harlem (DTH) members **Dean Anderson**, **Tassia Hooks** and **Tyrone Aiken**. The program is one of a total of 13 work/training sites in the art of dance that are created and funded for young D.C. dancers through the Summer Youth Employment Program of DC ART/WORKS. Other work/training sites offer instruction in African, Afro-Caribbean, ethnic, jazz and modern dance as well as stage dance for the musical theater.

The Senior Company is only one of three projects which the Dance Institute of Washington offers this summer. There is also a "Junior Training Program" component of the Institute. This intensive workshop for younger students is being conducted for the third consecutive year at **Anacostia Senior High School**. Instructors for the junior training program are **Karen Brown**, **Terry Gardiner** and **Shawn Toussaint**, all of the Dance Theatre of Harlem. A third Dance Institute summer project involves extensive summer dance classes for young students who are part of the DTH **Kennedy Center Residency Program**.

At the August concerts, student dancers will perform five works: "**Belindoa O.**" by **Tassia Hooks** and "**Balletic Essays**" by **Barnes** and **Hooks** showcase students in classical balletic dance style, while **Tyrone Aiken's** "**In This Land**" and **Ray Tadio's** "**PiJin**" showcase students in modern dance style. **Dean Anderson's** "**Meltdown**" closes the program in a jazz style.

The 1994 summer training program of The Dance Institute of Washington is sponsored by DC ART/WORKS in cooperation with **The George Washington University Dance Department**, **GW's Lisner Auditorium** and the **John F. Kennedy Center's Education Division**. Funding for the Dance Institute program is provided by the D.C. Department of **Employment Services** and the D.C. Commission on the **Arts and Humanities**.

For more information, contact DC ART/WORKS at (202) 727-3412 or The Dance Institute of Washington at (202) 328-5689.

FOR IMMEDIATE RELEASE
July 21, 1994

MEDIA CONTACT: NORA KELLEY
(202) 994-3087

**GW STUDENTS TEAM UP WITH ROCKVILLE CENTER DEVELOPER TO MAP OUT
OPTIMUM OCCUPANTS FOR REVAMPED DOWNTOWN RETAIL/BUSINESS CENTER**

**August 8 Presentations to Assess Potential Buyer Behavior
for Proposed Rockville Center**

Washington D.C. -- Students in The George Washington University School of Business and Public Management Professor Linda Maddox's buyer behavior class have taken on the city of Rockville this summer. Teaming up with Rockville Center, Inc. -- which is developing the now defunct Rockville Metro Mall -- students are spending the month of July conducting in-depth research into the types of businesses that will add life-blood to the stagnated downtown economy.

"I wanted to pick a project that would involve students in the community and would be fun to do in the summertime," says Maddox. "I think what is particularly exciting about this project is that it addresses the development of the Rockville Center from the viewpoint of the consumer. Students will be looking at what makes people enjoy cities on a variety of levels -- as places to live, work and socialize."

Principals of the Rockville Center project -- Mark Troen, developer, Bill Hellmuth, architect; Larry Shulman, legal counsel, and Charlie Maier, public relations -- presented the case to students on June 29. The students, working in teams, will address such issues as the types of stores, restaurants, entertainment, housing and offices that are likely to succeed in the Rockville Center given local demographics and competition.

The plan for the new Rockville Center has three major elements: a return to a traditional grid of streets; a mix of uses and variety of building forms; and a system of open spaces which will define and anchor the new downtown Rockville.

The grid system, which replaces the monolithic Rockville Mall, will open up the heart of the city by extending Montgomery Avenue to Monroe Street as the new "Main Street" of Rockville. Maryland Avenue, Monroe Street and "Center" street will complete the grid. "We are returning to Rockville the downtown area that it requires and deserves," says Bill Helmuth, architect for the Rockville Center. "As in any successful downtown plan, this one embraces the cultural and historical assets which are located there, such as the

red brick Courthouse which will anchor one end of the four block "main street." The grid system has the added benefit of dividing the space into small parcels of land which can be developed one at a time in accord with market-driven forces.

The revitalized downtown area will offer a dynamic mix of office, retail and residential uses in a variety of building forms in order to create a richer environment. The overall scheme of the buildings is designed to respect the scale of the Red Brick Courthouse at the western edge of the Town Center and will create a varied skyline toward the eastern end of Montgomery Avenue closest to the Metro station.

Open spaces, such as the Courthouse Square Park -- which begins construction in August -- will create a gathering place for shoppers, residents and businesspeople. Street parking, outdoor cafes, retail shops, a movie theater and a park-like promenade leading to the Metro station will encourage a pedestrian-friendly environment.

The City of Rockville has shown its support for the project by allocating \$6 million. Another \$6 million from the county and \$4 million from the state will help pay for the construction of new streets. The remaining 80 percent of the funding will come from private investors.

Demolition of the Rockville Metro Center, undertaken by Donohoe Construction Company, began in July of 1993. Construction of the underground parking garage and new streets will continue through 1995. The retail pavilion, theaters at the corner of the reconstructed Maryland and Montgomery Avenues and the first offices could be occupied by as early as the close of 1995. The entire Center will be completed in approximately 10 years.

Members of the media interested in covering the event, or who would like to interview either Dr. Maddox or members of the student teams, should contact Nora Kelley in the Office of University Relations at (202) 994-3087.

FOR IMMEDIATE RELEASE
July 21, 1994

CONTACT: Karen Sibert
202/994-9023

**NEW BOOK BY GW PROFESSOR EXPLORES THE INTEGRATION OF ART
AND SCIENCE FOR COUNSELING AND PSYCHOTHERAPY**

WASHINGTON, D.C. -- Eugene W. Kelly Jr., Ph.D. and professor of counseling and human services at The George Washington University, is the author of a new book which offers an alternative view of the relationship between the humanistic and scientific aspects of counseling. "Relationship Centered Counseling: An Integration of Art and Science" (Springer Publishing Company, New York) is intended for those in the helping professions: professional counselors, counseling and clinical psychologists, clinical social workers, psychotherapeutically-oriented psychiatrists, family therapists and pastoral counselors.

The guiding premise of Kelly's book is that art and science are essentially complementary and continuous, thus supporting his argument that "a sound synthesis of the human and technical elements can be most effectively achieved when counseling is understood and practiced as an art."

Recognizing the core counselor-client relationship as the basis for effective counseling, Kelly discusses the need for passionate virtuosity, i.e., the creative expression of passion and inspiration combined with technical expertise, in order to produce life-enhancing results. The first component emphasizes human values such as intuition, unpredictability/free will, natural research settings and holism and reflects the personal characteristics of the counselor. The technical dimension of counseling emphasizes scientific values like empiricism, predictability, laboratory research settings and reductionism.

Further exploration of the rationale, characteristics and applications of the counseling art as outlined by the author provides a framework for organizing other elements of the therapeutic processes. Kelly predicts that the future of

counseling will be marked by scholarship and research to more fully understand the complementary relationship of science and technique to human experience.

Eugene W. Kelly Jr., Ph.D., is a professor of counseling and human services at The George Washington University, where he also served as the director of the GW counseling laboratory from 1988 to 1993. Previously dean of the GW School of Education and Human Development, he is a licensed professional counselor and psychologist in Virginia, a National Certified Counselor and a clinical member of the American Association of Marriage and Family Therapy. Kelly received his Ph.D. from the University of South Carolina, where he was an NDEA Fellow. His areas of special interest are counselor training and supervision, developmental counseling/therapy, values in counseling and family and relationship counseling.



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FOR IMMEDIATE RELEASE
July 26, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467

GW OFFERS FREE COMMUNITY WRITERS WORKSHOP

Jenny McKean Moore Fund for Writers Sponsors
Creative Non-Fiction Workshop Led by Author Beverly Lowry

EVENT: The Department of English at The George Washington University is offering a free workshop for area writers. Sponsored by the Jenny McKean Moore Fund for Writers, the Creative Non-Fiction Workshop will be led by author Beverly Lowry.

Beverly Lowry, the 1994-95 Jenny McKean Moore Writer in Washington, is author of "Come Back, Lolly Ray" (Doubleday, 1977), "Emma Blue" (Doubleday, 1978), "Daddy's Girl" (Viking Press, 1981), "The Perfect Sonya" (Viking, 1987) and "The Track of Real Desires" (Alfred A. Knopf, 1994). Her non-fiction book, "Crossed Over," was published by Alfred A. Knopf in 1992.

Applicants need not have academic qualifications. No fees are charged. Students at Consortium schools (including GW) are not eligible. The workshop is not open to those who have previously participated in more than one Jenny McKean Moore Fund free workshop.

WHEN: Wednesdays from 8-10 p.m.
September 7 - December 19, 1994

WHERE TO APPLY:
Creative Non-Fiction Workshop
Department of English
The George Washington University
Washington, DC 20052

HOW TO APPLY:
To apply, please submit a letter stating name, address, home and work telephone numbers and a brief personal history. Enclose a 5-10 page sample of a personal essay, and a self-addressed, stamped envelope for return of the writing sample. Applications must be received by Friday, August 19, 1994.

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July 27, 1994

Contact: Shawn Tate
(202) 994-6467

DISTINGUISHED BROADCAST JOURNALIST MARVIN KALB JOINS GW FACULTY AS VISITING PROFESSOR OF PRESS AND PUBLIC POLICY

**Longtime CBS and NBC News Diplomatic Correspondent
to Develop Monthly Policy Forum**

Washington, D.C. -- Stephen Joel Trachtenberg, president of The George Washington University, has announced that Marvin Kalb, who spent 30 years as a senior correspondent for CBS News and NBC News, has joined the GW faculty as a visiting professor of press and public policy.

"Marvin Kalb brings to this University a rare blend of experience as both a distinguished journalist and a respected scholar," said Trachtenberg. "His expertise in assessing the role of the press in relation to public policy will provide the entire University community with unique opportunities for enlightenment and enrichment."

Kalb will develop a series of monthly policy discussions and will lead a seminar on the role of the press in relation to public policy in the spring of 1995.

"I look forward to a rewarding year at The George Washington University," said Kalb. "I'm excited about the possibility of exploring the uneasy relationship between the press and the Clinton Administration and the resulting cynicism which seems to have crept into the public dialogue and the political process."

Over a distinguished 30-year career as chief diplomatic correspondent for CBS News and NBC News and as moderator of "Meet the Press," Kalb received numerous awards for excellence in diplomatic reporting, including two Peabody Prizes from the University of Georgia, the Dupont Prize from Columbia University and more than a half-dozen Overseas Press Club awards.

Since June 1987, Kalb has been the director of the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard University. During this time, he has also taught, written

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and lectured extensively and appeared on television and radio as host of the PBS series "Candidates '88" and as an expert on press and politics.

A graduate of the City College of New York, he has an M.A. from Harvard and was zeroing in on his Ph.D. in Russian history when he suddenly left Cambridge in 1956 for a Moscow assignment with the State Department. He is the author or co-author of six non-fiction books, including Kissinger and Roots of Involvement: The U.S. and Asia, as well as two best-selling novels. His research and teaching interests include U.S./Soviet relations, the Presidency and the increasingly close and important interaction between the press and government. His latest book, The Nixon Memo, a study of the late President's efforts at political rehabilitation, will be published in October, 1994 by The University of Chicago Press.

Kalb is a member of the Council on Foreign Relations and the American Academy of Arts and Sciences, is a senior research associate of the Center for Science and International Affairs and sits on the Executive Committee of Harvard's Russian Research Center. In addition to his writing and teaching, he is presently exploring the modern-day ethical and political legacy of the Ten Commandments.

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-- MEDIA ADVISORY --

GW TERRORISM EXPERT AVAILABLE FOR ANALYSIS/COMMENTARY

Professor Yonah Alexander, director of the terrorism program at The George Washington University for the past six years, has just returned from Israel where he gave a terrorism seminar at Tel Aviv University. He also conducted research on terrorism in the West Bank, Jericho and Gaza.

Professor Alexander is former director of the State University of New York Institute for Studies in International Terrorism and senior fellow in Low-Intensity Conflict and Terrorism at the U.S. Global Strategy Council. He founded and edited Terrorism: An International Journal and Terrorism: An International Resource File. The latest of his more than 50 books is Middle East Terrorism (McMillan Group, 1994).

Professor Alexander is available for interviews on terrorism (especially emanating from the Middle East) and related subjects. He can be contacted at the following numbers:

Office (202) 973-1136

Home (301) 921-0785

or through GW's

Office of University Relations (202) 994-6460.

Background:

Professor Yonah Alexander currently serves as director of terrorism studies at The George Washington University and senior fellow, the Low-Intensity Conflict and Terrorism Program,

- MORE -

the U.S. Global Strategy Council. He has been a consultant on terrorism to the U.S. Congress, government agencies, businesses, civic organizations and the media.

Educated at Columbia University, the University of Chicago and the University of Toronto, Alexander has taught at The American University, the Columbus School of Law at Catholic University of America, Hebrew University, the State University of New York and The George Washington University. He has also lectured at various places throughout the world including Amsterdam, Ankara, Beijing, Berkeley, Berlin, Brussels, Buenos Aires, Cairo, Caracas, Geneva, Harvard, London, Los Alamos, Mexico City, Moscow, Oxford, Paris, Princeton, Rome, Seoul, Singapore, Stanford, Stockholm, Sydney, Tokyo and Warsaw.

Alexander has appeared on many television and radio programs in more than 30 countries. He has been a guest on *CNN*, *Nightline*, *The Today Show*, *Good Morning America*, *Face the Nation* and network evening news programs. His numerous articles and interviews have appeared in both the U.S. and the international press.

FOR IMMEDIATE RELEASE

July 28, 1994

MEDIA CONTACT: Sam Silverstein

202/994-1423

PUBLIC CONTACT: Lisa Spear

202/994-6495

**CROSS-COUNTRY CYCLISTS RIDING TO HALT CHILD SEXUAL ABUSE
TO BE WELCOMED BY PARENTS UNITED AT RECEPTION ON GW CAMPUS**

EVENT: Reception for fourth biannual **Brake the Cycle: National Ride to Stop Child Abuse** sponsored by Parents United International Montgomery, Prince William and Fairfax Chapters. Local professionals and concerned individuals are invited to welcome the riders to Washington and to celebrate their commitment to and achievement in fighting child sexual abuse.

WHEN: Friday, August 5, 1994
7:00 - 9:00 p.m.

WHERE: The George Washington University
Strong Hall Piano Lounge
620 21st Street, NW
Washington, D.C.
(Foggy Bottom/GWU Metro - Orange and blue lines)

Background

Brake the Cycle: National Ride to Stop Child Sexual Abuse is an educational and fundraising effort which began in Santa Cruz, California, on June 4 and concludes in Lewes, Delaware on August 8. Parents United International is dedicated to breaking the cycle of child sexual abuse through promoting the development of community-based, comprehensive treatment systems that incorporate guided self-help. With over 140 chapter throughout the United States, Canada and Mexico, Parents United has been serving child sexual abuse victims/survivors and their families for over 20 years.

The **Brake the Cycle** riders will be in Washington, D.C. from August 3 - 6. They will be visiting Capitol Hill to present a "Statement of Concern" on the problem of child sexual abuse to legislators. They have been gathering signatures as they travel across the country to demonstrate that the public supports efforts to treat and prevent child sexual abuse.

NEWS

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FOR IMMEDIATE RELEASE
July 28, 1994

MEDIA CONTACT: Karen Sibert
202/994-9023
PUBLIC CONTACT: Colleen Nielsen
202/994-8847

GW'S SIGUR CENTER TO CONVENE INTERNATIONAL MEETING ON NEW WORLD TRADE SYSTEM

WASHINGTON -- On August 1-3, The George Washington University's Gaston Sigur Center for East Asian Studies will bring together 40 trade-policy specialists to assess the Uruguay Round agreements signed in Geneva in December 1993 which will lead ultimately to a new world trading system. The meeting, scheduled to take place at Dumbarton House in Georgetown, will review the agreements from an Asia-Pacific perspective, with experts from several Pacific Rim countries taking part.

As part of a project on the options for liberalizing Asia-Pacific trade and investment, the purpose of this meeting is to identify what further needs to be done to strengthen the new trading system that will be implemented under the World Trade Organization in 1995. In addition, it will explore what agreements could be accelerated on a regional (i.e. APEC) basis, what agreements could be improved among a more limited number of economies and, looking ahead, what agreements on "new issues" could be broached regionally before being tackled globally.

The Sigur Center conference is being coordinated by Hugh Corbet, director of its trade policy project and previously director of the Trade Policy Research Centre in London. Ambassador Charles Carlisle, deputy director-general of the GATT during most of the Uruguay Round negotiations, will chair the meeting.

Keynote speakers include: Dr. Jeffrey Shafer, assistant secretary of the Treasury for International Affairs, and previously a senior economist at the Organisation for Economic Cooperation and Development (OECD) in Paris. He will discuss the capital needs of East Asia and the further liberalization of trade and investment. Dr. Han Seung-Soo, Korean ambassador and Korea's Minister of Trade and Industry during part of the Uruguay Round negotiations and when APEC was launched. He will focus on the problems posed and opportunities presented for East Asia by the Uruguay Round agreements.

Economists taking part in the meeting include: Professor Jagdish Bhagwati, of Columbia University, a leading trade theorist and former Economic Adviser to the GATT Director-General; Professor Robert E. Baldwin, of the University of Wisconsin and the National Bureau of Economic Research; and Professor Timothy E. Josling, of Stanford University, author of the "producer subsidy-equivalent" concept used in OECD studies and in the Uruguay Round negotiations on agriculture.

Among the legal experts giving papers at the conference in August will be Professor Robert E. Hudec, of the University of Minnesota, author of "Enforcing International Trade Law", published last year; and Professor Mitsuo Matsushita, of Seikei University in Tokyo, who chairs the task force on foreign "unfair trade" measures at Japan's Ministry of International Trade and Industry.

Other participants will include Geza Feketekuty, senior adviser to the U.S. Trade Representative and chairman of the OECD Trade Committee; Dr. Kim Ki-Hwan, of the Seoul law firm Kim & Chang and an adviser to the president of Korea on APEC affairs; Dr. Murray Smith, director of the Centre for Trade Policy and Law at Carleton University, Ottawa; Dr. Djisman Simandjuntak, director of the Prasetiya Mulya Graduate School of Management, Jakarta; Professor Sylvia Ostry, of the University of Toronto, previously the Canadian ambassador for multilateral trade negotiations; Professor Sieh Mei-Ling of the University of Malaya, Kuala Lumpur; Dr. David Robertson of the Australian National University, Canberra; Dr. Suphat Suphachalasai of Thammasat University, Bangkok; and Professor Keith Maskus of the University of Colorado, Boulder.

The bill implementing the Uruguay Round agreements is now before the U.S. Congress for passage. In addition, the Clinton administration is preparing for an Asia-Pacific meeting of trade ministers in Jakarta, Indonesia, in early October to review the Uruguay Round agreements and consider next steps in the liberalization of trade at both the regional and global levels. When leaders of the 18 economies taking part in the process of Asia-Pacific economic cooperation (APEC) meet in Bogor, near Jakarta, later in November they are expected to focus on regional trade liberalization as well as economic development.

FOR IMMEDIATE RELEASE
July 28, 1994

CONTACT: Karen Sibert
202/994-9023

GW LAUNCHES NATIONAL EVENT MANAGEMENT PROGRAM

New adult education certificate program readies for fall start up

WASHINGTON -- Stedman Graham, director of The George Washington University's Forum for Sport and Event Management and Marketing and author of "The Ultimate Guide to Sport Event Management and Marketing," (to be published this fall) has announced the development of the nation's most comprehensive educational certificate program in event management which will enroll its first students this fall.

Presented in cooperation with The International Special Events Society (ISES), the 15-week event management certificate program will be offered at GW's main campus in Washington, D.C. In addition, the program is designed to reach a national audience with an intensive three-day curriculum scheduled in Atlanta, Chicago and Los Angeles on October 7, 8 and 9. Participants may concentrate their studies in specific event fields such as sport, corporate, association, fundraising, conference planning or other areas. The course will also prepare graduates to take the Certified Special Events Professional Exam administered by ISES annually.

According to Graham, "GW's event management certificate program will assist career changers as well as event professionals in sharpening their skills so that they may compete in today's marketplace. It also delivers the necessary knowledge and experience to enable participants to sit for the CSEP exam."

A 100-member international advisory board of event management experts and experienced faculty have developed the most comprehensive and state-of-the-art courses in administration, coordination, marketing and risk management for events large and small. Program Director Joe Jeff Goldblatt, CSEP, is the author of "Special Events, The Art and Science of Celebration," the first textbook in this field.

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The George Washington University offers a graduate degree program in tourism administration, with emphasis on special events. In addition, a masters degree program in sport studies offers a concentration in sport and special event marketing and management.

The Forum for Sport and Event Management and Marketing was founded within the International Institute for Tourism Studies at GW in September 1993 to develop new curricula in the field of sport and event management and marketing. The Forum will offer professional services such as symposia, research, educational products and reference/referral networks.

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